**GOVERNMENT OF ANDHRA PRADESH**
**ABSTRACT**

Tourism – Allocation of additional funds under the Head of Account 3452-01-102-11-12-260 under Plan for the year 2016-17 for Advertisements for Promotion of Tourism – Orders – issued.

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**YOUTH ADVANCEMENT, TOURISM & CULTURE(T) DEPARTMENT**

G.O. Rt. No.243 Dated:22.08.2016.

Read the following:

1. G.O.Ms.No.101, Finance (Bud.I) Department, dated 12.08.2015.
2. G.O.Rt.No.47, Y.A.T & C (PMU) Department, dated 26.02.2016.
3. From the Commissioner of Tourism, A.P., Lr.No.4502/Plg/B2/2015-16, dated 16.03.2016.
4. G.O.Ms.No.51, Finance(Bud.I) Department, dated 01.04.2016.
5. G.O.Rt. No.1286, Finance(FMU-GAD-2) Department, dated 05.05.2016.

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**ORDER:**

The Commissioner of Tourism, Andhra Pradesh in his letter 3rd read above has stated that the Department had proposed Rs.30.00 Crores for the Advertisement and Promotion of Tourism under the Head of Account 3452 Tourism – 01 Tourist Infrastructure – 102 Tourist Accommodation – 11 State Development Plan – 12 Advertisement for Promotion of Tourism – 260 Advertisements, Sales and Publicity Expenses, for the year 2016-17, in line with the Mission objectives of building Brand for Andhra Pradesh Tourism. However, Rs.8.00 Crore only has been allocated under this Head of Account which will not be sufficient to carry out the activities planned by the Department for promotion of A.P. Tourism.

2. The Commissioner of Tourism, Andhra Pradesh has further stated that this year the Department has already finalised a reputed Advertising Agency to carry out the Marketing and Promotion of A.P. Tourism on a grand scale as per the Mission objectives. However, the financial requirement to carry out such activities would be minimum of Rs.30.00 Crores. But, the allocation of Rs.8.00 Crore under this Head of Account is not at all sufficient due to which the promotional activities will suffer a lot.

3. The Commissioner of Tourism, Andhra Pradesh has therefore requested the Government to provide an amount of Rs.30.00 Crores under the HoA:3452-01-102-11-12-260, as already proposed for the year 2016-17.

4. In the circumstances stated by the Commissioner of Tourism, Andhra Pradesh and after careful examination of the matter, Government, hereby agree for allocation of Rs.30.00 crores (Rupees thirty crores only) for Advertisements for Promotion of Tourism under the Head of Account: 3452-01-102-11-12-260 under Plan Schemes for the year 2016-17.

5. The Commissioner of Tourism, Andhra Pradesh is requested to utilise the amount of Rs.8.00 crores already provided in the budget 2016-17 under the above said Head of Account in the first instance duly following the norms and by placing the relevant proposals before the Committee in terms of the orders issued in the reference 2nd read above, and then furnish the suitable proposals to Government for sanction and release of the remaining additional funds of Rs.22.00 crores under the said Head of Account.

6 . The Commissioner of Tourism, Andhra Pradesh shall take further necessary action in the matter accordingly.

7 . The Assistant Accounts Officer, O/o the Commissioner of Tourism, Andhra Pradesh is authorized to draw the amount subject to compliance with other procedure and rules in vogue.

PTO

8 . This order issues with the concurrence of the Finance (FMU-GAD.II) Department vide their U.O.No.37027/119/FMU-GAD.II/2016, dated 18.08.2016.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

SRIKANT NAGULAPALLI
SECRETARY TO GOVERNMENT(FAC)

To
The Commissioner of Tourism, Andhra Pradesh.
The Assistant Accounts Officer, O/o. the Commissioner of Tourism, Andhra Pradesh.
Copy to:
The Pay & Accounts Officer, Andhra Pradesh.
The Director of Treasuries & Accounts, Andhra Pradesh.
The Finance (FMU-GAD-II) Department, Andhra Pradesh.
The Accountant General (A&E), Andhra Pradesh.
SF/SC

// FORWARDED BY ::ORDER//

SECTION OFFICER